

Making the Business Case for Prevention: A Grocery Store's Healthy Options

[Jim Oppe] When you can do something good, you do something right and you get sales to go along with it, then it works for everybody.

[Ann Conageski] All the little changes, all the little steps you can take along the way provide a healthier and safer place for people to live and work. Like Jim Oppe had started the healthy aisles in grocery stores.

[Jim Oppe] Anybody that's got little kids, they come to the grocery store, they go down the checkout lane and the child's grabbing candy bars or pop or something. And now when we're looking at putting healthy snacks up here, it offers that option.

[Foodland shopper] When you go to the checkouts, I definitely notice that there's bananas and yogurt instead of candy bars, and there's not pop in there, you know, there may be some juice.

[Jim Oppe] A lot of the items around the checkout front end is a dollar. Let's face it, eating healthy sometimes costs you a little bit more. I mean some of these items are two, three dollars. So not only are you increasing your revenue, but it also helps increase the profit within the store.

[Karen Reblet] I think if the kids get something, they're usually happy. And if it's a banana or an apple, they're still happy because they got something and the parent's happy because it's healthy.

[Little girl] They have delicious food and I like to grab apples and grapes because I love them.

[Jim Oppe] What surprised us was some of the items that sold up here that necessarily we didn't – we weren't selling back in the aisles of the store. But we brought 'em up front and, all of a sudden, our sales doubled, sometimes even tripled on items that we wouldn't have thought about. And the other thing is, it helps move some of those items that we might even have to mark down as they get past their prime. So, by getting 'em up here, we're able to move a few more of 'em.

[Robert Newell] I can't stress enough how important it is to improve the healthy lifestyle and quality of life of a city.

[Ann Conageski] Having a healthy workforce and having a healthy population, you know, means longevity for your city.

[Robert Newell] Companies that want to move to a city, that's what they look for.

[Jim Oppe] Also, in the cereal aisle, there are toys that require activity, you know, the jump ropes, jacks—things that require them to move.

[Ann Conageski] And I think if you encourage kids, they like to be outside and they like to do things that are more active.

[Jim Oppe] Sales actually have been very surprising out of this aisle.

[Karen Reblet] They will wait in this line a little bit longer to make sure that their kids come through this lane.

[Foodland shopper] It's easier that there's healthier choices there to tell her, yes, she can have something when we're checking out.

[Jim Oppe] It's a win-win for us. When it comes right down to it, sometimes you just do things 'cause it's the right thing to do. And this was the right thing to do.